



Candidates  
for **CHART**

**Board of Directors**

2018

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## **2018 CANDIDATES**

### **Candidate for President-Elect**

**Serah Morrissey**, WB Hotel Partners

### **Candidates for Board**

**JoEtta Barnes**, Perkins & Marie Callender's LLC

**Jen Belk-White**, Resort Lifestyle Communities

**Christin Bell**, TBC Hotels

**Damian Hanft**, Arby's Restaurant Group

**Rachel Richal**, TooJay's Restaurant and Deli

**Chris Sutton**, Tavistock Restaurant Collection

**Felicia White**, Church's Chicken



**Serah Morrissey**  
**Complex Director, HR**  
**WB Hotel Partners**

*Candidate for President-Elect*

Hello CHART Members!

I'm Serah Morrissey and I am thrilled to be running for President Elect of CHART!

My first CHART conference in 2012 seems like a lifetime ago! I often reflect on how different my life would be if I had never taken a chance on this organization, and more importantly, how fortunate I am that you have all taken a chance on me by electing me to represent you for the last two years as a board member.

Over the past several years, I have been actively involved in CHART, from serving as a Conference Director and Conference Team member to hosting Regional Training Forums to nominating two individuals who were chosen to receive the Learning Legacy Fund. I decided very quickly that I was going to say, "YES" to CHART – because I wanted to give back to the people who have given me so much.

My first year serving on your board was spent in the role of Vice President-Membership, and I had the honor of serving as Vice President-Education to oversee the San Antonio conference in February of this year. The success of the San Antonio conference is definitely the highlight of my CHART experience so far, and I want to move forward on a path to serve you at an even higher level. I believe our organization can continue to be the best of its kind by providing members with industry-leading curriculum and training methods that are applicable in real life. I will also continue to focus on expanding volunteer involvement opportunities to include more member talent wherever possible.

Outside of spending the last 20 years in hospitality HR and Training, I am most passionate about being the best mother I can be for my son, Tate, and traveling this beautiful planet as often as possible. My favorite destination is Iceland, but my most memorable moment was spent in Slovakia when Tate lost a tooth and the locals cheered as though he had won the lottery. Our Mother/Son adventures are my favorite parts of life, and I'm so thankful to be in an industry that provides so many travel opportunities!

I am humbly seeking to be your President Elect, because the momentum on our board has continued to accelerate, and I am ready to lead. I know Gabe Hosler will have big shoes to fill, and I assure you I am up to the task. Serving you on the CHART board of directors has been so rewarding, and I would love to continue the important work we are doing for our members. I ask for the confidence of your vote and the privilege of continuing to represent you as President Elect.



**JoEtta Barnes**  
**Director of Field Training & New Store Openings**  
**Perkins & Marie Callender's LLC**

CHART is built on the professionalism, passion, leadership and spirit of service of CHART members. If elected, I commit to demonstrating my respect and appreciation of CHART through the values of stewardship, innovation, leadership and service.

**Vision & Purpose**

I am eager both personally and professionally, to step up and assist CHART members and member companies by serving on the CHART Board of Directors. I will look for new ways to grow our organization and continue to challenge myself and CHART to be bolder, brighter, and braver. I commit to supporting our mission and values with every decision the Board makes on behalf of you and this organization. If elected to the Board, I commit to being responsible and strategic with the allocations and use of CHART resources. This commitment includes working with other Board members to improve our use of data, metrics and needs analyses to continue CHART's focus on being a *learning* organization. I commit to continue to look for ways to leverage CHART relationships and to strengthen and promote CHART with other industry experts. I will work hand in hand with other Board members to strengthen and promote CHART's leading brand position as the premier organization for restaurant and hotel training professionals.

**Key Background:**

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 Director of Field Training and New Store Openings  
 CHART has been with me on my teaching and learning journey, as I have moved from New Store Opening Captain with Perkins Family Restaurants to Director of Field Training and Development and now leading the New Store Openings for our brand. I am relied on as a business partner, bringing my resources, ideas and out-of-the-box solutions to support our brand's history and our future. I will continue to 'steal shamelessly' from CHART peers to better myself and my organization.

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 My CHART experiences have had great influences throughout my career. I attended my first CHART conference in Las Vegas over ten years ago, and since then I have facilitated breakout sessions, competency sessions, and served on CHART conference teams as Facilities Director, Volunteer Director, Hospitality Director, Silent Auction Director and Mentor. Most recently, I served as Conference Director for CHART 94 in Colorado Springs where the conference team elevated training beyond my wildest dreams. I am grateful to have had the opportunity to serve you on the CHART Board of Directors last year as the VP of Membership and have worked diligently in my approach to serve and leverage the expertise of our most tenured members through focus groups and updates to our educational offerings, as well as, our First Time Attendees welcoming to CHART and mentorship programs.

I welcome the challenge to continue to serve you on the CHART Board of Directors. The leadership team at Perkins continues its full support of CHART, as it has for many years, and they have committed their support again. I hope that I can support you in CHART as a member of the CHART Board of Directors and I humbly ask for your vote in the upcoming election.

With great appreciation,





**Jennifer Belk-White, CHT**  
**Vice President of Human Resources and Training**  
**Resort Lifestyle Communities**

Like many others, I accidentally became a trainer, only to find that it was the perfect profession for me! I was living in New York in the mid-1990s, attempting to break into the acting industry, and found a job posting inviting people to come audition to become trainers. The word “audition” jumped out, and since I come from a long line of educators, I figured this was something I could do that would be better than temping! It turned out to be one of the best decisions of my life, since I discovered that I was really born to be a trainer.

However, I didn’t find the world of hospitality training for many years. It wasn’t until 2007, when I became a Training Manager at The Coffee Bean and Tea Leaf, that I learned that hospitality training is so much more rewarding than the other training environments I had experienced! In the years since then, I have had opportunities to work in both the restaurant and lodging sectors, and now am in a training and HR role in the senior housing industry, which is a great combination of the two and a wonderful arena in which to bring a focus on hospitality.

I first joined CHART sometime around 2008, but I soon let my membership lapse. At the time, I didn’t take advantage of everything CHART offers, and therefore I didn’t recognize the value of CHART. As a member of the board, I would strive to be sure that no other new members faced that situation, and that we continue to find ways to engage with and support new CHART members to help them experience all the benefits of CHART.

I am so thankful that I returned to CHART in 2011, because CHART has been such a gift to me, both personally and professionally. I have developed some lasting friendships with fellow members, and I always know that I have a resource for professional questions, concerns, or just brainstorming with others who understand what I’m facing every day. I would welcome the opportunity as a board member to help bring CHART to more people in the hospitality training industry, so that we can broaden the scope of learning, sharing, growing, and caring to give one another.

My specific CHART experience includes serving on conference teams for Napa (Co-Registration Director) and Charleston (Service Event Director), and as the Conference Director for CHART 95 in San Antonio in February 2018. I am also the RTF Director for the Greater Omaha, Nebraska area, and I’ve helped with the revisions of two of our competency workshops.

In addition to CHART and work, I have served on the boards of several other groups, most recently as the VP of Finance for my local Association for Talent Development (ATD) chapter, and as a board member of the Lincoln Community Playhouse since 2014. I love musical theatre, I have a rescue dog and volunteer at a local dog rescue organization, and I’m a huge Doctor Who fan.

If I have the honor of receiving your vote, I commit to serving CHART to the best of my abilities and supporting this amazing organization so that we can continue our legacy of Learning, Sharing, Growing, and Caring. Thank you for your consideration and for your ongoing service to CHART.



**Christin Bell, CHT**  
**Director of Culture & Team Engagement**  
**TBC Hotels**

Originally from Georgia, I attended Auburn University, where I first caught the hospitality bug. I began working in hotels as a part time job, not knowing it would launch a career that has now spanned more than 13 years. Over that time, I have held various roles in operations and management before making the shift to training in 2010 by accepting the Manger of Training role with Coakley and Williams Hotel Management Company. After being promoted to Director of Training with C&W in 2013, I then joined TBC Hotels in 2016 as Director of Culture and Team Engagement. My work with TBC Hotels touches many areas, such as Employee Engagement, Training, Leadership Development, and Cultural Cohesion across a portfolio of hotel properties. I have been a CHART member since 2011, with only four months at the time under my belt in the training field, and I have never looked back. I am who I am professionally today because of CHART, and I am indebted to the organization for continuously pushing me to step outside my comfort zone by “Learning, Sharing, Growing, and Caring.”

In addition to my full-time role, I also act as the DC Area Director of CHART Regional Training Forums, and I serve as a member on AHLEI’s Education Certification Advisory Council.

Outside of my work in the industry, I enjoy doing life with my “people,” including my husband, toddler son, and Havanese pup. I am usually up for an adventure, and am sometimes known for:

- My *slight* obsession with college football
- My frightening knowledge and appetite for Chick-fil-a
- The amount of lines I can quote from The Office; and
- My musical wheelhouse...90s Country

If elected, I would relish the opportunity to represent hotels on the CHART board, and to continue the outstanding work that my fellow hoteliers have begun in recent years. As we look toward the remainder of 2018, and then on to 2019, hotel growth is only expected to continue, with increased occupancy and ADR; all while the US hotel supply looks to peak this year. With all of this excitement in the forecast, there is ample need for continued training and development of the workforce within the hotel sector. This magnifies the importance of hotels retaining a seat at the CHART table, and I would love the chance to give back to CHART in thanks for all it has given to me.



**Damian Hanft**  
**Senior Director of Learning**  
**Arby's Restaurant Group**

**About**

My passion lies in helping others discover their purpose, and connecting this to their journey in life. As a life-long autodidact, I am constantly engaged in learning and growing through a systems approach.

Together, we can change the world for the better

**CHART Board Vision**

I believe that members of the board have the responsibility to enhance and optimize the membership experience. We're all in the experiences business and we understand it well. I've been fortunate to see CHART's Guiding Principles of Learning, Sharing, Growing and Caring in action. If given the opportunity to represent the membership on the board, I would work collaboratively to improve the membership experience.

As a firm believer in the power of process simplification, we can focus on the outcome through designing programming and networking opportunities that are uncomplicated and highly effective. We can do this by:

- Elevating the membership experience, putting it at the forefront
- Using data driven decision making
- Simplifying and organizing processes

I would be honored share my strengths and gifts to serve you, the membership

**Work Life**

As a teacher and a learner in it for the purpose, I'm a advocate for conscious capitalism through systems thinking. I was part of the team that launched the first ever Corporate Social Responsibility (CSR) platform at Arby's, called PurposeFull @Arby's. Within the platform, we are focused on career readiness and the transformation of skills into action.

In addition, with a group of talented individuals, I lead a transformational program called Brand Champ. This learning experience has increased engagement and contributed to creating a winning culture and organization.

Most recently, I have been the co-lead on the culture integration of Buffalo Wild Wings and R Taco into Inspire Brands.

**CHART Experience**

- Conference Co-Director, Volunteers (2018)
- Competency Session Presenter (2018)
- ID Capstone Co-Facilitator (2018)
- FTA Mentor (2017)
- Conference Co-Director, Registration (2017)

- Competency Session Presenter (2017)
- Conference Co-Director, PR/Social Media (2016)
- Conference Session Presenter (2016)

### **Board Experience**

*Technology Association of GA, TalentTech*

Member Board of Directors

2017 – PRESENT

*Hospitality Education Foundation of Georgia (HEFG)*

Member Board of Directors

2015 – 2018

*International Council of Hotel, Restaurant and Institutional Educators (ICHRIE)*

Member Board of Directors

2011– 2012

### **Talent Experience**

Senior Director, Learning

2015 – PRESENT

Director, Talent Management

2013 - 2015

Training Consultant

2011 - 2013

Assistant professor

2008 - 2012



**Rachel Richal**  
**Director of Training**  
**TooJay's Restaurant and Deli**

It was no surprise to my family that I landed in the restaurant industry. Growing up in a family in the wine business, food & beverage and hospitality was always a huge part of my life. I was the little girl running around my father's wine store, making cheese samples in his deli and asking what type of wine pairs well. I can technically say I fell into a training role by accident. Training was something I was asked to do during my college serving job, which turned into a career, and now the only thing I can ever imagine doing.

**My Professional Background**

Fifteen years ago, I started with my current company as a server and quickly filled the roles of many operations positions before working for our Restaurant Support Center. I had an incredibly strong operations mentor who developed me into a restaurant operator. However, I needed something more to develop my training role to create a true partnership between training and ops. I can honestly say that CHART is the resource that helped push me to where I am today, as TooJay's Director of Training, and will continue to push me to where I want to go. In addition to my involvement in CHART, I am an active member of the Florida Restaurant and Lodging Association's Palm Beach Education Committee, whose goal is to support the education of future hospitality leaders.

**CHART and Industry Experience**

I attended my first CHART conference in 2013 in Miami. After my second conference, I knew I wanted to be more involved, give back to the organization and strengthen my networking and continued learning throughout the year.

- Conference Director, Boca Raton, Summer 2018
- First Time Attendee Director, San Antonio, Winter 2018
- Competency Presenter, San Antonio, Winter 2018
- Activities Director, San Diego, Summer 2017
- Activities Director, Charleston, Summer 2016
- Certified Hospitality Trainer

**My Commitment to CHART**

This year's board has already begun to focus on the FTA experience to increase retention and I was fortunate to be a part of that. Serving as the First Time Attendee Director at the last winter conference is the role that inspired me to run for the esteemed position on CHART's Board of Directors. Introducing the values of CHART to our first time attendees was an incredibly rewarding experience, which has further affirmed my commitment to strengthening our values of learning, sharing, growing, caring, and continuing to enhance what they mean to our members.

As trainers, we are lifelong learners. We can apply this to our organization by listening to our members' needs year round, whether via focus groups at the end of RTFs or conference calls during board meetings with a group of members. What are the needs of our 1<sup>st</sup> year members vs. 3<sup>rd</sup> year members vs. 10+ year members? What are the needs of those new to their role vs. Directors vs. those transitioning companies? We can work to focus our newsletters, blogs and conference sessions around what these needs are and "call" for experts and contributors

in these areas. Anyone who knows me over the past few years knows I love being a part of planning our conferences and focusing on the details. I hope to be a part of continuing to develop the tools for future conference committees and streamlining the processes, making it easier for more members to get involved while balancing their day to day.

**Thank you**

Not a week goes by that I do not reach out to a CHART contact, whether professionally or personally. I truly value my membership and what I have learned from the individuals of CHART. I am excited and grateful for the opportunity to run for a position on CHART's Board of Directors and with sincere gratitude thank you for your consideration.



**Chris Sutton**  
**Training Manager**  
**Tavistock Restaurant Collection**

After 20+ years in the Hospitality industry, and 6 years of involvement in this organization that has changed my life, I now look forward to taking the next step and continuing the growth of CHART with you. As a born trainer, I have learned to keep things easy and to the point. How do you do that? Bullet points!

**Why do I believe in CHART?**

- ✓ From meeting mentors that have helped me grow, to volunteering and getting directly involved in the organization, I have experienced, firsthand, what CHART can do for you.
- ✓ It is about the people - from those who work in our businesses, to those who choose to spend their hard-earned money in our establishments. It is up to us to ensure their experience with us is part of their story.

**How can I help?**

- ✓ I look forward to not only being a part of the growth of CHART, but also my involvement with the people within CHART – locally, with Regional Training Forums and on a larger scale, including annual conferences. I also see the potential to explore new ways CHART can reach Trainers within the Hospitality Industry. From first time attendees to veteran CHART members, we all have a role to play.
- ✓ I am excited about not only growing CHART membership, but how we can increase the presence of CHART in the communities and within other organizations.

**A little About Me...**

- ✓ My hospitality career started as a Server, where like many, I was bitten by the hospitality bug. From there I worked every hourly position. I was promoted to manager and then General Manager. I always knew I wanted to be a part of the bigger picture and Training was the perfect fit!
- ✓ Professional Background
  - • Currently a Training Manager with Tavistock Restaurant Collection
  - • Regional Training Manager with Buffalo Wild Wings
  - • Sr. Training Manager with Smokey Bones Bar & Fire Grill
  - • General Manager with Roadhouse Grill
- ✓ Member at Large
  - • 6+ year CHART Member, beginning in Miami
  - • Volunteer, FTA Mentor and Conference Team Member
  - • Avid spokesperson spreading the word on CHART
- ✓ Volunteering is a Passion
  - • Youth sports coach (soccer, flag football, basketball, you name it!)
  - • CHART Conference Team, FTA mentor and volunteer
- ✓ I have two amazing kids who have been around restaurants their entire lives - so much so, they often respond with a loud “Heard!”

- ✓ In my spare time, I can be found at the beach or hand-crafting the next batch of beer
- Oh yeah, I have joined with my closest friends and we are in the process of starting our own Brewery! #ThreeOddGuysBrewing or 3OG!

I am honored and humbled to be amongst a group of amazing friends running for the board. As you place your vote, I encourage you to get to know each of the remarkable candidates. And now that you know a little about me, I look forward to learning more about you and how we can use our stories and experiences to grow CHART together!

*"Tell me and I forget, teach me and I may remember, involve me and I learn."*

*Benjamin Franklin*



**Felicia White**  
**Senior Director, Training and Development**  
**Church's Chicken**

Let me begin with an introduction. I am Felicia White, a dynamic and thoughtful woman with a mission to be intentional with regards to making meaningful connections and being an authentic leader. One of my favorite quotes is a proverb that states "At the end of the game, the king and pawn go into the same box." I use this as a personal philosophy because I believe that we all have more

in common than differences.

In the past I thought it was important to be the consummate professional. In other words "be all about business". It was not until a mentor of mine shared with me that it is important to simply be yourself. That is how others will truly connect with you as a leader.

This is what inspires me as a trainer. It is important to connect with each and every individual you share a message with. Whether that message is printed, electronic, or delivered in person. Who you are should be felt in every word, image, and experience. I felt this during my first experience at a regional CHART event several years ago. CHART offers the opportunity to not just learn training skills and techniques but to take part of an organization which celebrates individuality. I have been a member of CHART for 4 years. The first conference I attended was in Charleston, SC. At the San Diego conference in 2017, I served as a conference volunteer. My vision for CHART as part of the board would be to work with fellow members to create more opportunities to highlight CHART members and further build libraries of resources to share best practices.

I have been a part of the Church's Chicken family for 10 years. During that time I have worked within the training department, beginning as a Field Trainer and up through the department to the role I currently hold as the Senior Director, Training and Development, in which I am responsible for leading all aspects of management and leadership training for the

For the past 11 years, I have served as an active member and volunteer with the Women's Foodservice Forum. During this time I have held several leadership roles including chairing volunteer teams for the Women of Color and GLBTA Communities of Interest teams. Most recently I worked as a co-lead for the Washington, DC host committee for the Leadership Development Workshop. At the 2017 Annual Leadership Development Conference held in Orlando, FL, I was a conference speaker presenting for the New Conference Attendees before an audience of 1200 leaders.

In addition to my work with WFF, I began the first employee resource group at Church's Chicken in 2013, the Church's Women's Forum. Since the start, I have served as the Chair of the organization which is responsible for promoting development through mentorship, networking, and professional development training and programming.

Dr. Maya Angelou once said "Try to be the rainbow in someone's cloud. If you don't like something, change it. If you have only one smile in you, give it to the people you love. My mission in life is not merely to survive, but to thrive; and do so with some passion, some humor, and some style." Elect me to join the CHART Board of Directors and I will bring my passion, humor, and style to the team!